Amendments to the Specification:

Please add the following paragraph to the specification before line 1:

"This application is a continuation and claims the benefit of priority under 35 U.S.C. §120 of U.S. Patent Application No. 09/528,479, filed on March 17, 2000, which is incorporated herein by reference."

Please replace the paragraph beginning at page 21, line 3 with the following amended paragraph:

In addition, the ADTAG decoder 141 verifies that the tape was actually broadcast 142 as data is being collected and stripped. Verification of the broadcast is included in the stripped data sent to ADTAG database computer. An alternative to stripping the codes prior to broadcast is to leave the codes on with the broadcast and allow a third party verification of the broadcast with the codes.

Please replace the paragraph beginning at page 21, line 10 with the following amended paragraph:

When a commercial is aired with associated ADTAG information, the decoder 141 gathers the information from the tape using code stripper 146, and adds to that information a date and time stamp from real time clock at 148,booking code, ADTAG account code security code and time length of the commercial. Therefore, this information stripped from the ADTAB

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decoder attached to the live broadcast feed line of the TV

station includes:

ADTAG security code (i.e., ADTAG encoded on the master

tape)

    TV station code
    Broadcast verification code
    Tape name
    Advertiser code
    Tape production stale date
    Date, time and length of airing

Please replace the paragraph beginning at page 25, line 21 with

the following amended paragraph:

Controlling console 200 allows input of certain data to be

recorded in the tag.   This data includes, for example,

information about the advertisement including but not limited

video information indicating the advertisement.   The video 202

from video source 200 208 is tagged using a tape tagger element

204.   The information, once tagged is recorded by a video tape

recorder 206.   The tape tagger 204 operates as described with

reference to the schematic of Figs. 5A and 5B to modify the

teletext-encoded video.

Please replace the paragraph beginning at page 28, line 12

with the following amended paragraph:

The circuit operates according to the flowchart of

Fig. 6 to encode information on the video signal.   Data is

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<u>obtained at 600</u> [[first,]] processor 554 generates a SampleBlank signal which causes a blank level sampling circuit (blank) to sample the blank level. <u>The processor waits for the start of the video frame at 602, then counts lines at 604.</u> Processor 554 also sets the program VBI signal to block the original video signal from passing through video multiplexer U8 during this time. During the time that the program/VBI signal is active, the replacement signal passes through video multiplexer U8.

Please replace the paragraph beginning at page 31, line 7 with the following amended paragraph:

Fig. 7 shows a block diagram of the operation. The information is received by video receiver ~~154~~ <u>144</u>. Monitor 700 includes the structure which strips codes and transfers data. The data is recorded by recorder 702 and also sent by modem 152 to the billing computer 162. The controlling console 704 enables certain systems to be appropriately controlled.

Please replace the paragraph beginning at page 35, line 1 with the following amended paragraph:

At step 908, an indication of whether the identification matches the time and day when a schedule is determined. If so the bank is authorized to pay the fee for the commercial <u>at 910</u>, since everything was properly done as scheduled.

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